

# CITY OF DETROIT FISCAL 2002/03 BUDGET

## AGENCY 15 COMMUNICATIONS AND CREATIVE SERVICES

### MISSION

The Communications and Creative Services Department's (CCSD) mission is to ensure a positive City image by shaping, coordinating and implementing effective communications with the City's customers: its citizens, businesses, City employees and visitors.

### DESCRIPTION

The Communications and Creative Services Department (CCSD) is charged with publicizing City of Detroit services, programs, departments and projects to citizens, businesses, visitors, the media and City employees. It accomplishes this by providing writing, designs, photography, and copying services to City departments, and thereby publicizing City programs via the media and other outside sources. The department also plays an important role in the planning and implementation of major projects, such as Clean Sweep and Angels Night. In addition, the department serves elected officials – the Mayor's Office and the offices of the City Clerk and City Council – by preparing ceremonial documents such as proclamations and testimonial resolutions. CCSD also prepares photo identification cards and retirement certificates for City employees.

### GOALS

1. Increase the dissemination of public safety messages.
2. Provide improved access to information for City employees and residents.
3. Establish the Communications and Creative Services Department as the primary communications resource for City government.
4. Routinely disseminate "quality of life" messages to targeted business audiences to help obtain business expansion and growth.
5. Maximize resources by securing funding from external sources.

### DEPARTMENTAL FINANCIAL INFORMATION

	GENERAL FUND	TOTAL
EXPENDITURES	\$2,303,559	\$2,303,559
REVENUES	<u>0</u>	<u>0</u>
NET TAX COST	\$2,303,559	\$2,303,559
POSITIONS	20	20